Riara University
nurturing innovators

WE'RE HIRING

Front Desk & Admissions Assistant



Work Location:	Riara University, Konza Campus
Primary reporting line:	Campus Manager
Functional Reporting Line:	Head of Marketing & Admissions Manager
Employment Classification:	Full-Time

Job Purpose & Strategic Objectives

The Front Desk & Admissions Assistant acts as the ambassador of Riara University at the Konza Campus, delivering high-quality customer service to prospective students, parents, visiting academic staff, and institutional stakeholders. The role is designed to maintain a secure, professional, and welcoming front office while driving prospective student engagement through in-desk inquiry triage, application verification, and systematic lead follow-up.

Key Duties & Operational Responsibilities

The responsibilities of the Front Desk & Admissions Assistant are organized into four core functional pillars to balance visitor engagement, enrolment growth, facilities coordination, and administrative compliance.



Pillar 1: Front Office Reception, Visitor Management & Gatekeeping

The front office receptionist maintains the security, order, and professional atmosphere of the main lobby, serving as the initial interface for all campus traffic.

a. **Visitor Receiving & Screening:** Welcome prospective students, parents, vendors, and official guests with prompt professionalism and direct them to designated offices.

b. **Call & Correspondence Management:** Operate the campus central telephone switchboard, managing multi-line calls; screen and route incoming calls, emails, courier deliveries, and official correspondence to designated university offices.

c. **Lobby & Reception Presentation:** Inspect the reception area, waiting lounge, and noticeboards daily to ensure cleanliness, organized seating, updated promotional literature, and proper functioning of front-desk communication equipment.

d. **Appointment Scheduling:** Coordinate visitor logistics and maintain the campus administrative calendar for routine meetings, campus tours, and executive visits.

Pillar 2: Admissions Processing & In-Desk Inquiry Lead Conversion

The position drives prospective student conversion through desk-based consultation, application assistance, and rigorous lead management.

a. **Programme Information Provision:** Deliver accurate details regarding Riara University's academic programmes, admission criteria, fee structures, application deadlines, and campus facilities to walk-in visitors and telephone callers.

b. **Application Assistance & Verification:** Guide prospective students through application forms, inspect supporting academic credentials for completeness, and submit verified application files to central Admissions Officers for formal evaluation.

c. **Desk-Based Lead Nurturing & Telemarketing:** Conduct systematic outreach, including telemarketing calls, official WhatsApp inquiries, and email follow-ups, to convert prospective leads into registered students.

d. **Database & CRM Record Maintenance:** Accurately capture, update, and maintain prospective student profiles, visitor inquiries, and application statuses within the university's Student Management System and Customer Relationship Management databases.

e. **Conversion Reporting:** Prepare weekly and monthly lead conversion summaries, detailing walk-in volumes, inquiry source trends, pending applications, and follow-up outcomes for the Head of Marketing and Admissions.



Pillar 3: Campus Administrative, Inventory & Facilities Support

The position provides essential administrative support to maintain basic campus functionality and resource availability.

a. **Promotional Material Inventory Management:** Monitor stock levels of brochures, application forms, course catalogues, and branded promotional items; coordinate timely replenishment with central marketing.

b. **Office Supplies:** Maintain front-office stationery inventory.

c. **Academic and Meeting Logistics:** Assist visiting faculty and administrative staff with room bookings, basic directional guidance, and lecture hall presentation readiness.

d. **Facilities Issue Escalation:** Report immediate maintenance, sanitation, or IT infrastructure defects within the reception area and public corridors to the central facilities and IT support units.

Pillar 4: Service Standards, Confidentiality & Desk Coverage

Maintaining institutional standards requires strict adherence to privacy legislation and formal desk availability protocols.

a. **Information Security & Data Privacy:** Safeguard student academic records, financial details, and personal contact information in strict accordance with university data protection policies and confidentiality guidelines.

b. **Inter-Departmental Coordination:** Liaise with Academic Schools, University Finance, Central Admissions, and Student Affairs to resolve complex student inquiries effectively.

c. **Relief Coverage Management:** Adhere to structured desk handover procedures; ensure the reception desk is formally relieved by designated backup personnel during lunch breaks, official meetings, or temporary absences.

Professional Qualifications & Competency Profile

The requirements for this position balance formal customer service training with administrative capability.

Academic & Professional Qualifications

a. **Educational Background:** A Bachelor's Degree or Higher National Diploma in Business Administration, Customer Relationship Management, Public Relations, Marketing, Communication, Hospitality Management, or a related field from a recognized institution.

b. **Work Experience:** A minimum of three to five (3–5) years of hands-on experience in front-office administration, reception operations, customer service, or admissions support, preferably within an educational or corporate environment.



c. **Software & Systems Proficiency:** High proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook); practical experience with switchboard systems, CRM databases, or Student Information Systems.

Essential Knowledge & Behavioural Competencies

a. **Communication Excellence:** Exceptional verbal and written communication skills with an articulate, polite, and reassuring telephone and face-to-face demeanor.

b. **Customer-Centric Orientation:** Strong active listening and conflict-resolution skills, capable of managing anxious parents or prospective students with patience and diplomacy.

c. **Administrative Organization:** High attention to detail in record keeping, document verification, and managing multi-task priorities in a busy lobby environment.

d. **Professional Grooming and Presentation:** Impeccable personal presentation and adherence to corporate front-office attire standards.

e. **Integrity and Confidentiality:** Demonstrated commitment to ethical conduct and handling sensitive student data with absolute discretion.

Application Guidelines

Qualified candidates meeting the specified profile are invited to submit their application package following the official university application process:

- **Required Documents:** Comprehensive Curriculum Vitae detailing relevant front-office and student admissions experience, alongside a tailored Cover Letter addressing the candidate's suitability for the Front Desk & Admissions Assistant position at Konza Campus.
- **Submission Channel:** Applications must be submitted via email to hr@riarauniversity.ac.ke addressed to the Vice Chancellor.
- **Subject Line Format:** Applicants must explicitly state **Front Desk and Admissions Assistant - Konza Campus** in the email subject line.
- **Application Deadline:** Applications close on **28th November 2026.**